



# BIDS help firms recover from COVID-19

It's been a tough time in recent months as the impact of the coronavirus pandemic hit families and businesses hard. The government-imposed lockdown meant that many firms had to temporarily shut their doors, with some having to close down for good.



Now, however, with lockdown restrictions easing, many businesses have begun to reopen. The high streets have finally seen some activity, a degree of confidence is returning to the market and consumers are beginning to kick-start a tentative economic recovery by spending their money in shops, bars and restaurants – giving a much-needed boost to local businesses.

Business Connexions explores how Business Improvement Districts (BIDs) in Wandsworth, Clapham Junction and Putney are helping firms to get back on their feet again and recover from the COVID-19 pandemic...





## Positively Putney

**Nicola Grant,**  
executive director  
at Positively  
Putney, says:

"Communication has been key. In recent months we have worked hard to let residents and workers know what was open or closed in Putney. We stepped up our social media postings and created the #shareourputney campaign so that people could celebrate all the great things about living and working in Putney."

"As the economy started to open up again, we provided social distance floor stickers for businesses to encourage social distancing and helped them carry out their COVID-19 risk assessments. We have installed hand sanitisers at the three main entry points to Putney. The BID has produced a Safe in Putney film to show the procedures that Putney businesses have put in place to ensure people are as safe as possible when using the town centre."

"Working in partnership with Wandsworth Council, we've installed temporary barriers for pavement widening along the narrow stretches and the permanent pavement widening on Putney High Street works were accelerated."

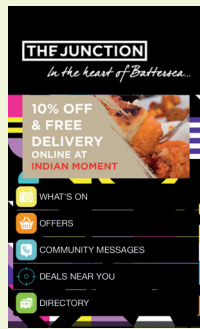
"We were thrilled to install two new parklets in Montserrat Road and Felsham Road, giving shoppers and residents new outdoor and eco-friendly seating to enjoy within the town centre."

"In September we are launching Putney Pedals Recycling, which is a unique business trade waste scheme whereby we will reduce trade waste costs and improve convenience for businesses whilst reducing vehicles on our heavily congested streets and improving air quality. Waste and recycling will be collected by our electric bike and transported to a consolidation collection point where it will then be collected in one van."

"Inevitably Putney will change and adapt as we move into the 'new normal', but we hope that with our support as Putney's BID and our continued collaboration with the businesses, we can keep making Putney a vibrant, pleasant place to live, work and shop."



## The Junction BID



**Roz Lloyd-Williams,**  
executive director of  
The Junction BID, says:  
"We recently launched our new business-to-consumer (B2C) mobile app, 'The Junction'. Aimed at the consumer market, the app will enable residents and visitors to discover The Clapham Junction BID's stakeholder businesses across five

key roads within the BID footprint: namely Lavender Hill, St. John's Hill, St. John's Road, Battersea Rise and Northcote Road."

"Featuring intuitive geo-push notifications, this free, targeted app will highlight BID businesses and deliver relevant, well-timed location-based offers, promotions, events and competitions to consumers. Targeting visitors and residents on the go, it will enable businesses to improve their communication with customers. Deciphering the user's location, the app will deliver selected sound notifications when the user is in the company's area, alerting them to their news and offers."

"Broken down into different sections, this powerful marketing tool is the first app of its kind for the area. In addition to The Junction BID's website ([www.visitclaphamjunction.com](http://www.visitclaphamjunction.com)), it will incentivise consumers to explore the rich diversity of our retail, hospitality, entertainment and service businesses across the BID footprint, and discover some great deals. The app can be downloaded from the App Store and Google Play."

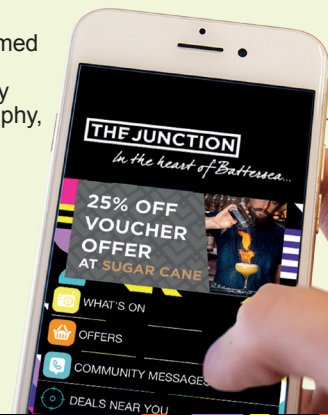
"The launch of our app follows a powerful film that we commissioned to encourage people to shop local and support businesses in Clapham Junction. It showcases how small independent businesses in the area have risen to the challenges presented



during the pandemic through reinventing and diversifying – plus the supportive spirit of the neighbourhood and the locals."

"Entitled 'Local: The New Normal?', the film features nine local business owners across The Junction BID area. We also produced nine one-minute 'shorts' dedicated to each business, featured in the main film, which have been broadcast across the BID's social media platforms and on The Junction website."

"All of these shorts were generously filmed and produced for The Junction BID by director of photography, Steve Lidgerwood; cinematographer/producer Richard Carroll; British Academy TV award-winning cinematographer, Mark Patten, and stills photographer, Rick Truscott."



## Wandsworth Town BID committed to supporting the local community



**Caryl Davies, CEO of Wandsworth BID**

During what has been an incredibly challenging time, Wandsworth Town BID is committed to supporting our businesses and our community here in the Town centre. We are working to help ensure a coordinated local response to the COVID-19 crisis and to help facilitate a swift recovery, delivering our future plans for a vibrant town centre."

The BID understands what a worrying period has been for our business owners and staff and as such we wanted to reassure all those working, visiting and commuting through Wandsworth Town that we're committed to supporting them; their business and our wonderful Town centre and we hope that we have been of assistance to the many businesses who have already been in touch with us for support."

We felt that increasing our communication lines and our online presence made a big

difference as well as one-to-one engagement so that businesses had a plethora of ways to get in touch and reach out. We have been doing regular surveys to see the direction businesses are moving in and how we can get involved to get them back on track."

Resident newsletters and a daily social media presence meant we were able to let the local community in on the latest news and how they could support their local high streets. #WandsworthTown

We have worked hard with the community on old York rd and with the local authority to get the street re-opened and thriving. We commissioned several short films and a larger piece to highlight how the smaller businesses were doing pre and post lockdown and to showcase how they responded so well by showing initiative and working together in the last few months and especially how the small acts of kindness from everyone in the area made such a big difference!

